DOCUMENT RESUME

ED 253 257 JC 840 068

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TITLE Wayne County Community College Constituency Report.
INSTITUTION Wayne County Community Coll., Detroit, MI. Dept. of Development.
SPONS AGENCY Department of Education, Washington, DC.
PUB DATE Dec 83
NOTE 68p.
PUB TYPE Reports - Research/Technical (143) -- Tests/Evaluation Instruments (160) -- Statistical Data (110)

EDRS PRICE MF01/PC03 Plus Postage.
DESCRIPTORS College Choice; *Community Attitudes; *Community Characteristics; Community Surveys; *Educational Attitudes; Educational Background; Questionnaires

ABSTRACT

In fall 1982, a telephone survey was conducted to determine the attitudes and opinions of residents of the Wayne County Community College (WCCC) District toward the college and its programs. Study findings, based on usable interviews with 295 District residents, included the following: (1) 35% of the respondents named WCCC as the community college they "think of first"; (2) campus availability was the principal reason given for recommending WCCC; (3) 62% of the respondents indicated they were not at all familiar with WCCC; (4) among those respondents who were familiar with WCCC, "access for women and minorities" and "availability of campus facilities" were rated highest and "quality of students" and "helpfulness of education in getting jobs" were rated lowest; (5) 50% of the respondents indicated that WCCC deserved more state support, and 54% were likely to vote for a millage increase for the college; (6) 19% of the respondents who attended college attended WCCC; (7) more than 25% of the respondents expected to take college courses within the next 6 months to 1 year, but most of these (71%) did not expect to be taking these courses at WCCC; and (8) 15% of the respondents had family members who had attended WCCC. The interview schedule is appended. (LAL)

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WAYNE COUNTY COMMUNITY COLLEGE

CONSTITUENCY REPORT

Prepared by

The Department of Development

Dr. Harvey Nussbaum, Consultant

December, 1983

FORWARD

This study is a major first effort by Wayne County Community College to scientifically survey its service district. This survey is funded by a Federal Institutional Aid Program, Title III Grant administered through the Development Department of Wayne County Community College. The study was completed through the consulting services of Dr. Harvey Naussbaum of Wayne State University. The Development Department's staff contributed many hours of work in design, compilation, and final presentation; particularly, Lorraine Watt, Senior Research Analyst who provided guidance and overall research design and execution, and Suzanne Orlicki, Graduate Assistant who provided lay-out and graphic design services.

With the completion of this study, Wayne County Community College has established a base from which future studies may be conducted. The information presented in this report may be used to better understand our service district, its people, their perceptions, and higher educational needs.

Milan M. Chonich, Ph.D,
Director of Development

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TABLE OF CONTENTS

	Page
INTRODUCTION	1
METHODOLOGY	1
CONCLUSIONS	3
CONSTITUENTS' SURVEY FINDINGS	6
Awareness of Detroit Area Colleges or Universities	6
Community College Recommendations	7
Reasons for Recommending WCCC	8
Perceptions of WCCC	12
Familiarity With the College	13
Rating of WCCC on Selected Factors	14
Perceived Wisdom of Choice of WCCC	17
Perceptions of Financial Support for WCCC	18
Willingness to Vote for a Millage Increase for WCCC	19
Post Secondary Experiences and Education of Respondents	21
Family Member Attendance at WCCC	23
Highlights of Cross-Tabulations	23
APPENDIX A - Survey Instrument	26
APPENDIX B - Composition of Sample	42
APPENDIX C - Chart Specifications	46

LIST OF TABLES

		Page
Table 1	Spontaneous Awareness of Detroit Area Colleges or Universities	6
Table 2	Spontaneous Awareness of Detroit Community or Voc/Tech Schools	7
Table 3	Community College or Voc/Tech School Recommendations	8
Table 4	Ten Top Reasons for Recommending WCCC	10
Table 5	Ten Top Reasons for Not Recommending WCCC	11
Table 6	Perceptions of WCCC	12
Table 7	Familiarity with WCCC	13
Table 8	Ratings of WCCC by Respondents Familiar with College	14
Table 9	Wisdom of Friend Choosing WCCC	17
Table 10	Awareness of WCCC Financial Support	18
Table 11	State Support for WCCC	19
Table 12	Voting Choice on Millage Increase	19
Table 13	Likelihood of a Millage Increase	20
Table 14	Attendance at WCCC	21
Table 15	Program/Course Taken at WCCC	21
Table 16	Post-Secondary Intentions-Next Six Months	22
Table 17	Choosing WCCC for Post-Secondary Education	22
Table 18	Tuition Expectations at WCCC Per Term	23
Table 19	Family Member Attendance at WCCC	23

INTRODUCTION

The purpose of this study was to assess the attitudes and opinions of Wayne County Community College constituents. Constituents are defined as residents of the Wayne County Community College District over the age of eighteen years. The study was conducted in the Fall of 1982 using a telephone administered survey.

The principal objectives of the study were:

(1) To ascertain the current state of constituent attitudes towards the College and its programs.

(2) To ascertain the extent to which constituents are aware of the College, relative to other educational choices.

(3) To determine the nature of the image of the College as held by its constituents.

(4) To assess the degree of enrollment potential for the College by its constituents.

(5) To assess constituent willingness to vote for further support for the College through increased taxation.

(6) To establish a benchmark which can be utilized in future research.

This report summarizes the major findings of this study.

METHODOLOGY

Who Answered the Questions

For this survey, telephone interviews were conducted by professional interviewers during the first week in September, 1982. A total of 300 respondents were interviewed. Two-hundred and ninety-five interviews were usable. The 295 adults of the sample, all resided within areas served by the College, and were dispersed in areas to approximate the College's service district.

The survey instrument was developed through the joint efforts of an independent researcher and the Department of Development.

The sampling procedure was designed to approximate the adult constituent population residing in Wayne County Community College's service district. Within the constraints of costs, data availability and upon an examination of demographic data of actual respondents, it can be concluded that these results are reasonably representative of the population of the Wayne County Community College District.

After an initial pre-testing of the survey, it was ascertained that only about one-third of the respondents had some personal knowledge of WCCC. When attempts were made to obtain more detailed answers from individuals with little or no knowledge, interviews would be terminated. Therefore, it was decided to obtain initial awareness and perceptions from the entire sample, and detailed responses only from individuals with at least some knowledge of the College. Thus, the answers to some questions are reported only for individuals with some familiarity with the College.

Data was analyzed through the examination of frequencies, percentages and means (when appropriate). Cross-tabulations were conducted when specific analyses were necessary or thought to be relevant.

Selection of the Sample

The sample was selected as follows:

1. WCCC's service district is all of Wayne County, with the exception of Garden City, Livonia, Highland Park, Dearborn, Northville, Northville Township, Plymouth, Plymouth Township and the portion of Canton Township that lies within the Plymouth Canton Community School District. Each of the other communities was considered as a separate strata. According to the 1980 census, the College's service district population is approximately 2,029,202.

2. Starting with a target sample size of 300, sampling quotas for communities and postal zone areas, were computed separately, using population estimates for each community including Detroit. The results of these quota computations were then translated into sampling quotas. In Detroit, sampling quotas were established separately for each postal zone within each of the community college trustee districts.

3. Specific residences for sampling were drawn using 1982 Bresser's Directories for Detroit and Wayne County. For each community, telephone interviewers were provided with a list of streets randomly selected. The interviewers were instructed to draw their quotas from the list of streets for each community.

CONCLUSIONS

Awareness: WCCC's fairly high rate of spontaneous constituent awareness suggests an important advantage for the College. This pre-eminence in awareness gives WCCC an important advantage in terms of market potential.

Recommendation Preference: Since WCCC is recommended by a fairly large percentage of all respondents, the College enjoys an advantage in the market place.

Reasons for Recommending WCCC: When examining principal reasons for recommending WCCC, it can be concluded that campus availability and convenient locations are definite factors for recommending the College.

Reasons for Not Recommending WCCC: In examining reasons for not recommending the College, the recent poor publicity regarding the administration of the College receives some attention. This finding, along with the fairly large percentage of non-specific reasons for not recommending the College, suggests the need for instituting a program for dealing with these negative perceptions.

Perceptions of WCCC: WCCC enjoys a fairly positive position in respect to constituent perceptions. Twenty-nine percent of respondents associate good labels with the College.

Familiarity: The one major negative factor in the attitudinal responses is that people are not very familiar with WCCC. However, despite this lack of familiarity, those that are familiar with the College feel that a student who chooses WCCC has made a wise choice. This, coupled with the positive perceptions of WCCC, suggests a good base for attracting enrollment.

Financial Support: Respondents are somewhat unclear about sources of WCCC's support. They feel that WCCC deserves more state support and are somewhat likely to vote for a millage increase. However, they are unclear about millage elections in general and the size of the increase for which they would vote. These findings are deserving of examination for an informational campaign.

Enrollment: A large percentage of respondents intend to pursue a post-secondary education, but most of them do not plan to take this course work at WCCC. This factor deserves further exploration.

Attendance: Nineteen percent of all respondents who continued their education beyond the high school level attended WCCC. In addition, 15 percent of all respondents had family members who attended WCCC.

Cross Tabulations

Familiarity and wisdom of choice are somewhat, but not exclusively, related to self attendance or to family members attending. These relationships need further analysis. "Familiars" tend to be individuals who are younger, have a high school or partial college education, with children at home.

Respondents who feel that WCCC is a wise choice tend to feel that WCCC deserves more state support than it now receives. They tend to be younger, unemployed, female, and earn less that $10,000 per year.

In general, despite the low level of constituent familiarity with the College, those respondents who are familiar have reasonably positive perceptions of WCCC.

FINDINGS

Awareness of Detroit Area Colleges or Universities

The area of unaided awareness is an important factor in making decisions about college choice. Despite the presence of several major colleges or universities in Detroit, 3% of all respondents named WCCC as the college or university in the Detroit area that they think of first (i.e., spontaneous awareness). See Table One.

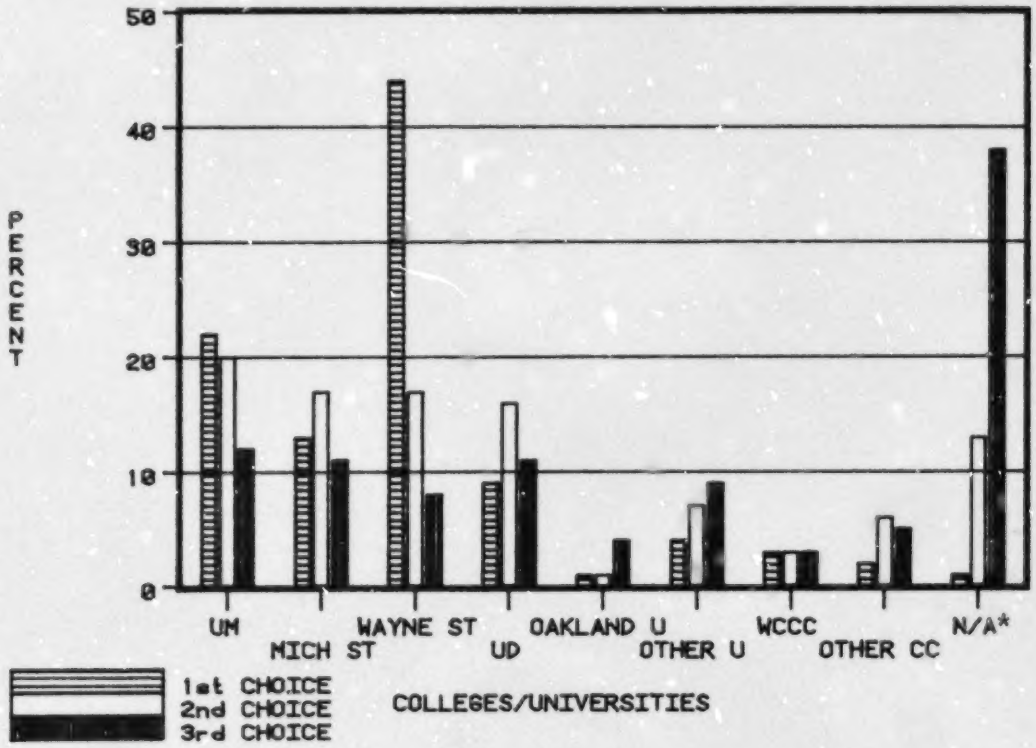


Table 1
Spontaneous Awareness of Detroit Area Colleges or Universities
(N - 295) *"Don't Know" Responses

When respondents were asked:

"When you think of a Detroit area community college or technical vocational school, which one do you think of first?"

WCCC leads all other schools in this category, with 35% of respondents naming WCCC first. In total, more than half (52%) of all respondents named WCCC. It ranked first of all mentions -- over more established schools in the area such as Oakland Community College or Henry Ford Community College. Responses to this question are recorded in Table Two.

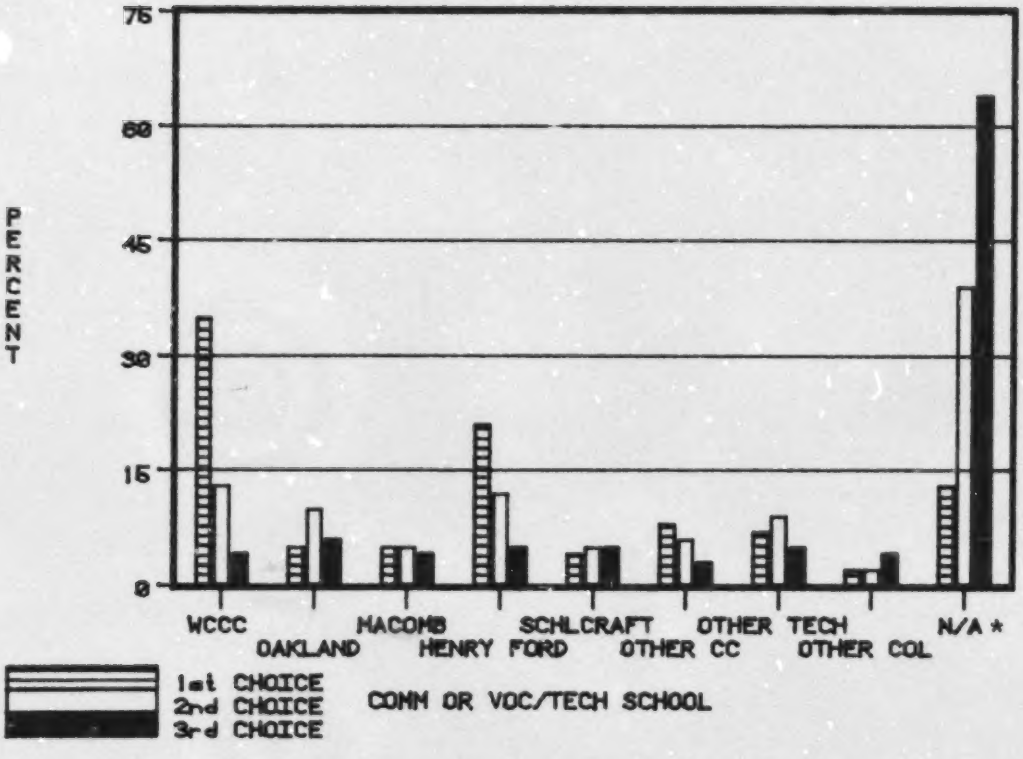


Table 2
Spontaneous Awareness of Detroit Community or Voc/Tech Schools
(N - 295)
*"Don't Know" Responses

Community College Recommendations

WCCC is the college recommended by the largest number of respondents (23% - 1st mention). A total of 106 or 36% of all respondents recommend WCCC, followed by Henry Ford Community College with 32%. Responses to this question are reported in Table Three.

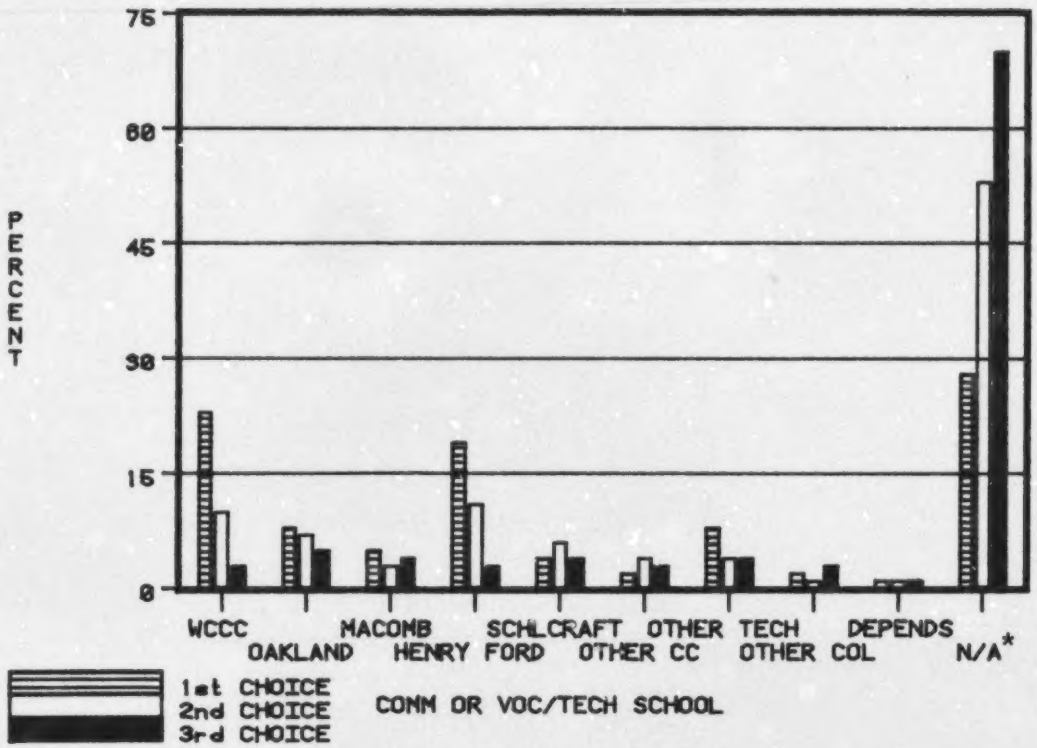


Table 3
Community College or Voc/Tech School Recommended
(N - 295)
*"Don't Know" Responses

Reasons for Recommending WCCC

Respondents who recommended WCCC were then asked why they recommended WCCC; and whether there were any reasons they might have for not recommending WCCC.

Answers to both open ended questions were coded for tabulating purposes. Responses to the questions were combined and the principal reasons for recommending WCCC are reported in Table Four. Table Five combines principal reasons for not recommending WCCC.

In examining Table Four, WCCC's campus availability is the principal reason (19%) why respondents would recommend WCCC. Other specific reasons included "Good Education" (9%), "Positive Cost Factors" (7%), "Variety of Programs" (7%), and "Friend Attends" (7%).

Two areas of some significance in this table are the high percentage of "Nothing Specific" (16%) and "Didn't Think of It" (9%) responses.

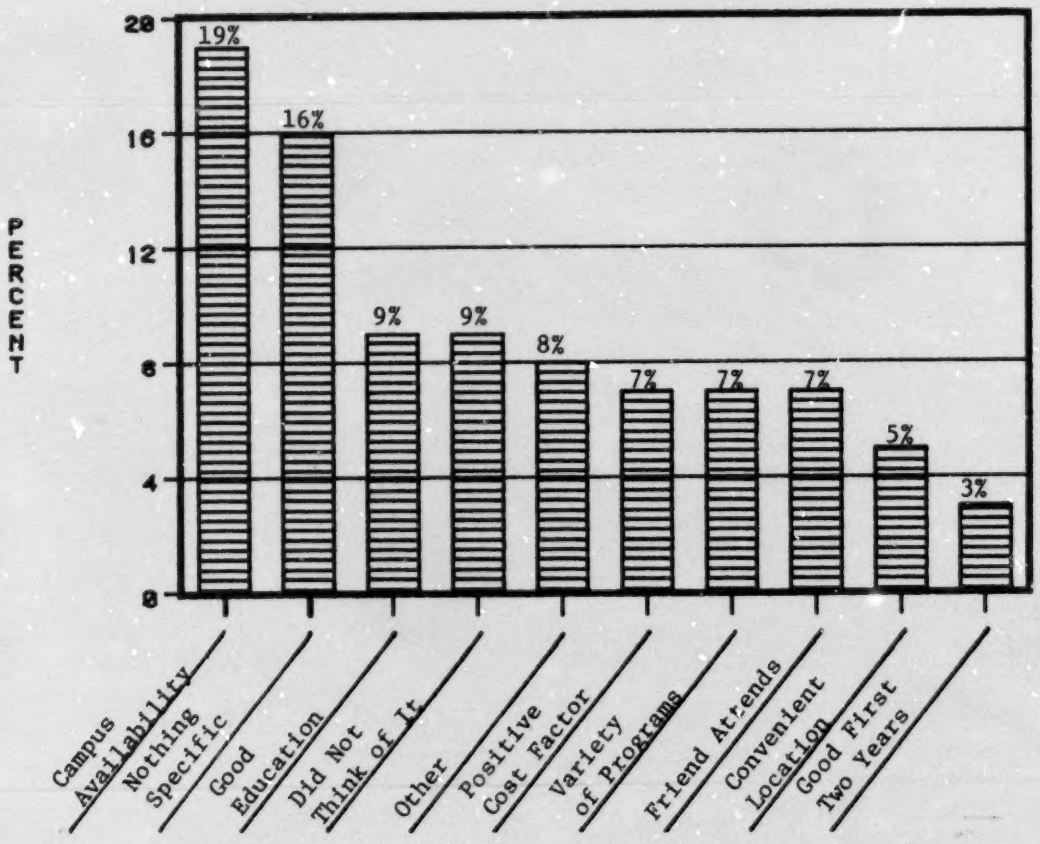


Table 4
Ten Top Reasons for Recommending WCCC*

*Note: Multiple answers were coded on this question.
(N = 295)

Reasons for Not Recommending WCCC are vague. "Nothing Specific" (26%), "Didn't Think of It" (20%), and "Other" (10%) top the list for non-recommendation. Recent administrative difficulties at the College seemed to have influenced respondents' choices; "Poor Administration" received 8% and "Bad Publicity" 6%. These are followed by a small rate of responses for "Low Academic Standing" (5%), "Poor Education" (4%) and "Poor Faculty" (3%).

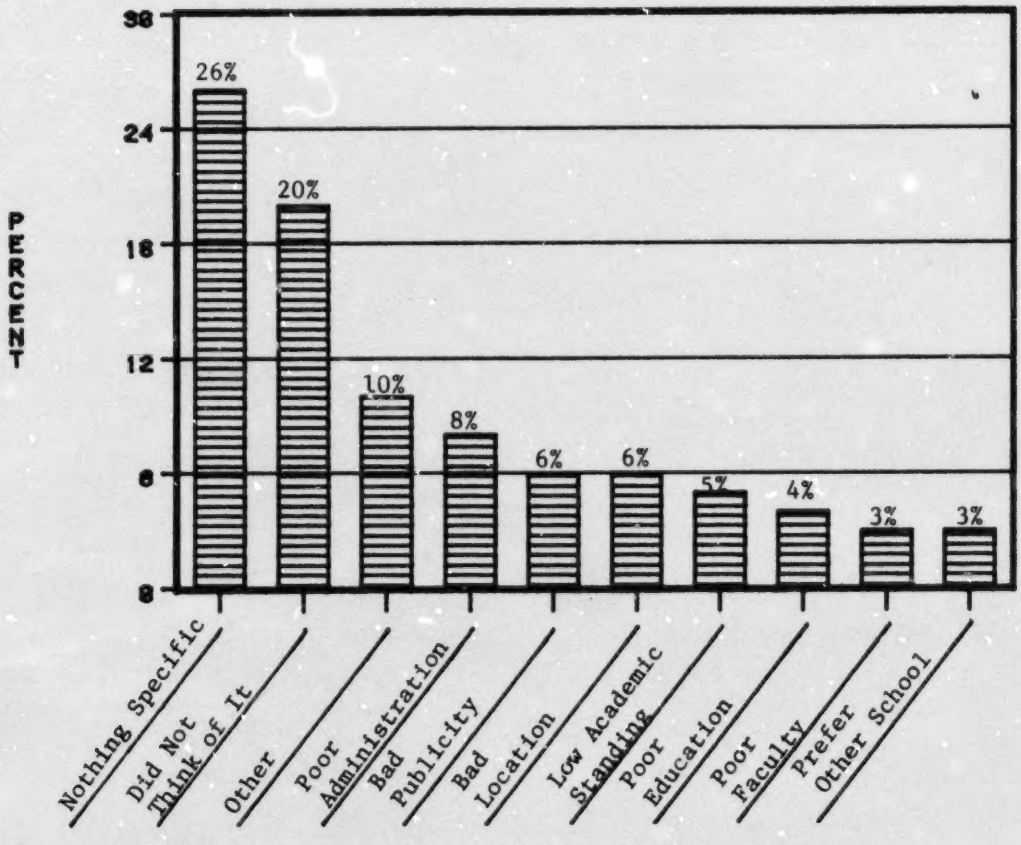


Table 5
Ten Top Reasons for Not Recommending WCCC*

*Note: Multiple answers were coded on this question.
(N = 295)

Perceptions of WCCC

To examine how individuals perceive WCCC, a simple word association question was administered. Respondents were asked: "What words do you think of when you think of WCCC?"

This question was also asked about other colleges so the respondents would not know that WCCC was the sponsor of this study.

This report will summarize only the data for WCCC. Answers for this open-ended question were coded and tabulated. Table Six reports these results.

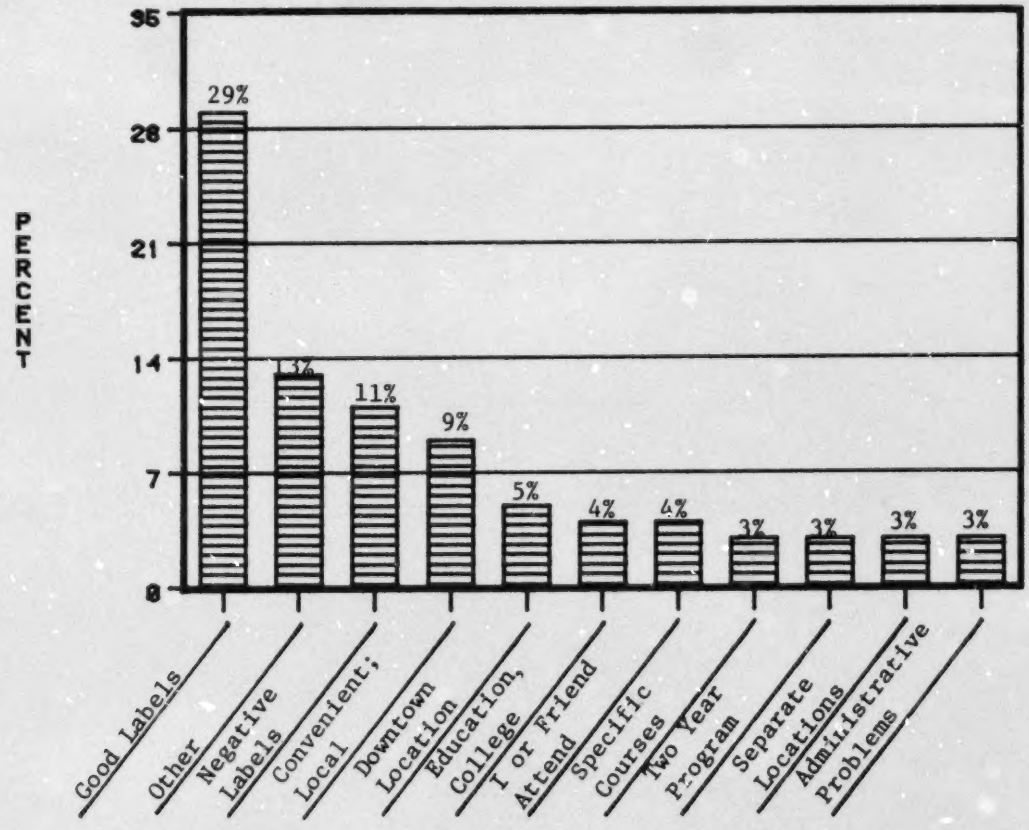


Table 6
Perceptions of Wayne County Community College*

*Note: Multiple responses were coded on this question.
(N = 295)

The largest category of responses to this question were all classified as "Good Labels"; responses such as "I Like It" and "Good School" were included in this category. The 29% favorable responses constituted the major category. The next highest category included the miscellaneous

responses (Other, 13%), containing many unclassified terms or specific individual ideas. "Negative Labels", yielded 11% response - far less than "Positive Labels," signifying a generally favorable perception.

The categories of "Convenience", "Downtown Location" and "Separate Location" recognize constituent awareness of campus locations and their convenience; "Administrative Problems" was evident on 3% of respondent responses.

Familiarity With The College

In order to identify respondents who are familiar with the College , all respondents were asked to express their degree of familiarity with the institution.

This question served as a screening question for a series of questions specifically directed at only those respondents who had indicated that they were either "extremely" or "moderately familiar" with the College. Tables 8-15 reflect data obtained from the 101 respondents who reported that they had some familiarity with the College.

The results indicated a lack of familiarity with WCCC by 62% of all respondents.

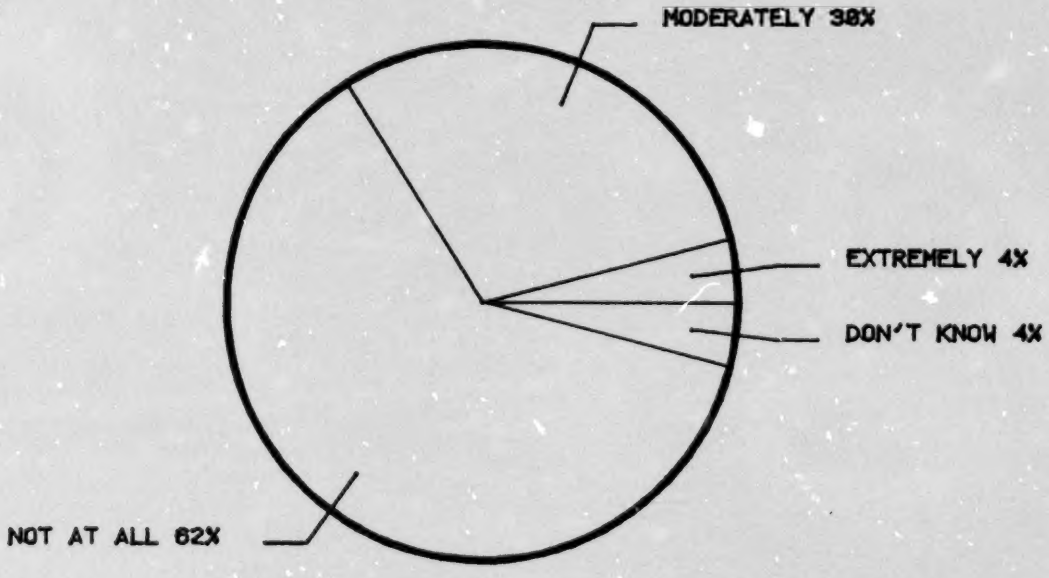


Table 7
Familiarity with WCCC
(N = 295)

Rating of WCCC on Selected Factors

All of the 101 respondents who indicated that they had some knowledge of WCCC were asked to give WCCC a rating on a 1 to 5 scale (one being lowest and five being highest) on the following factors:

Quality of general education

Quality of vocational/technical education

How well WCCC faculty teach

How good WCCC students are

How helpful WCCC education is for getting a job

How accessible it is for minorities and women

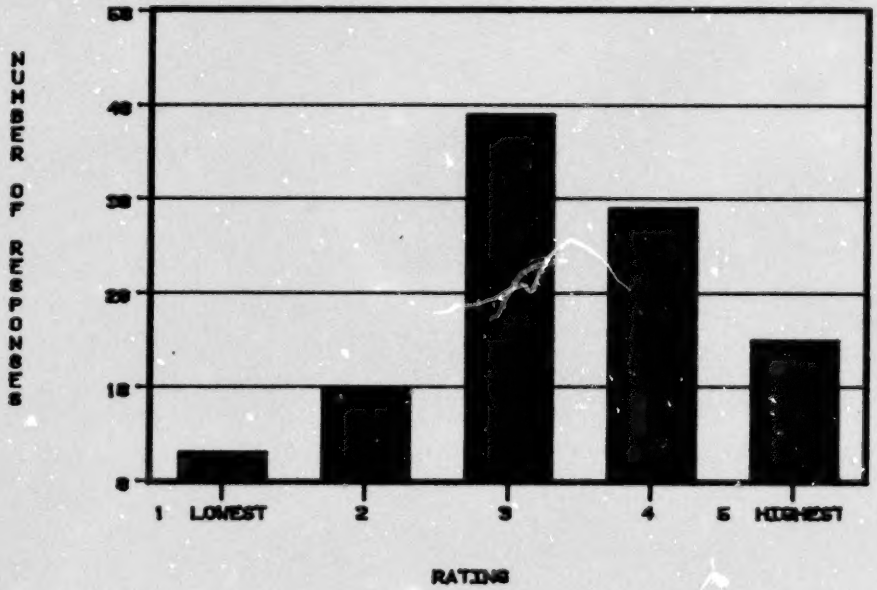
How available are WCCC campus facilities.

WCCC rates highest on "Access for Minorities and Women" and "Availability of Campus Facilities." "Availability of Facilities" shows up elsewhere in open-ended attitudinal data (Table Four), but minority access does not.

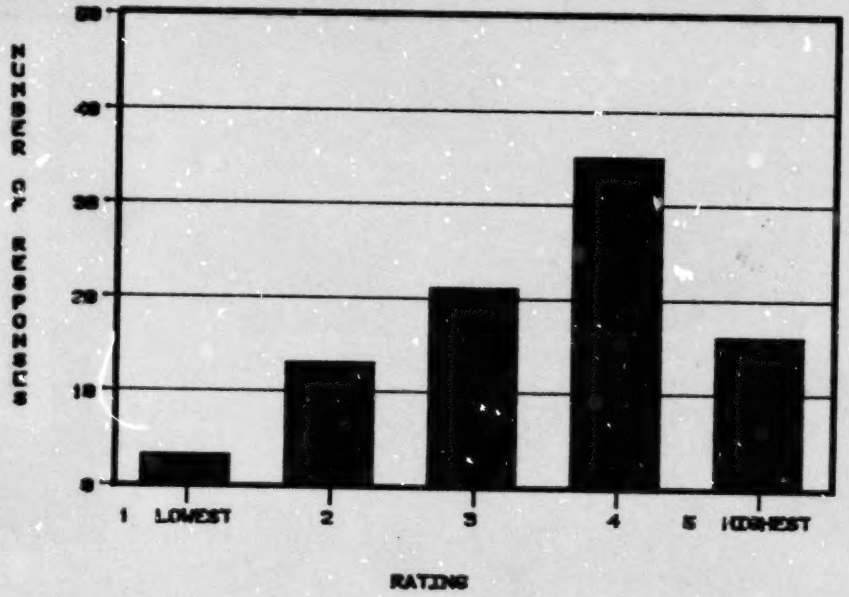
The two lowest ratings for WCCC are recorded on "Quality of Students" and "Helpfulness of Education for Getting Jobs."

Tables 8a-8g indicate respondents' Mean Ratings for WCCC:

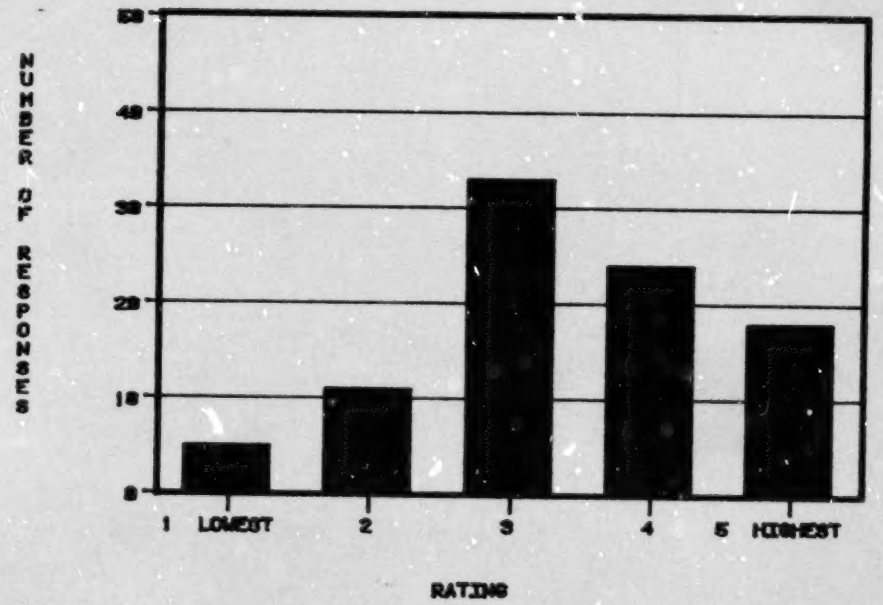
8a. Quality of General Education



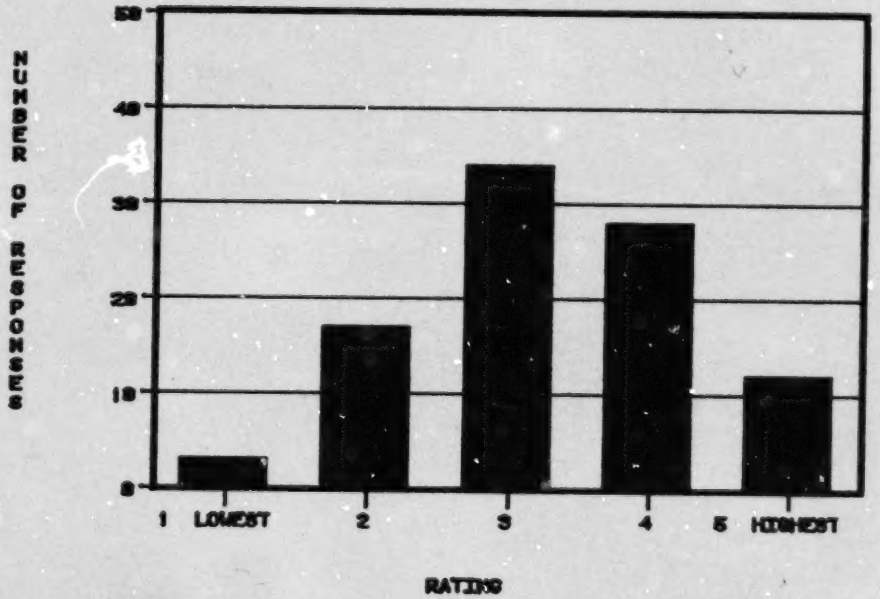
8b. Quality of Vocational/Technical Education



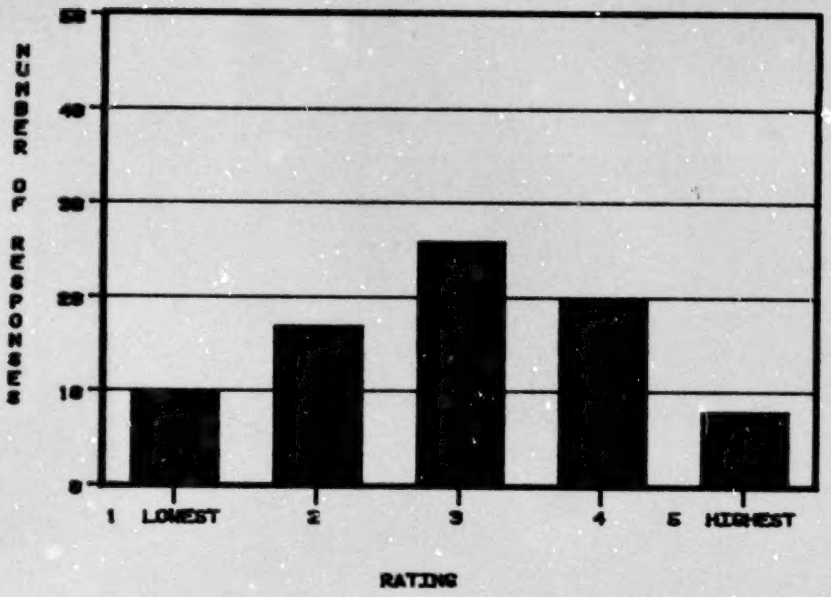
8c. Quality of Teaching



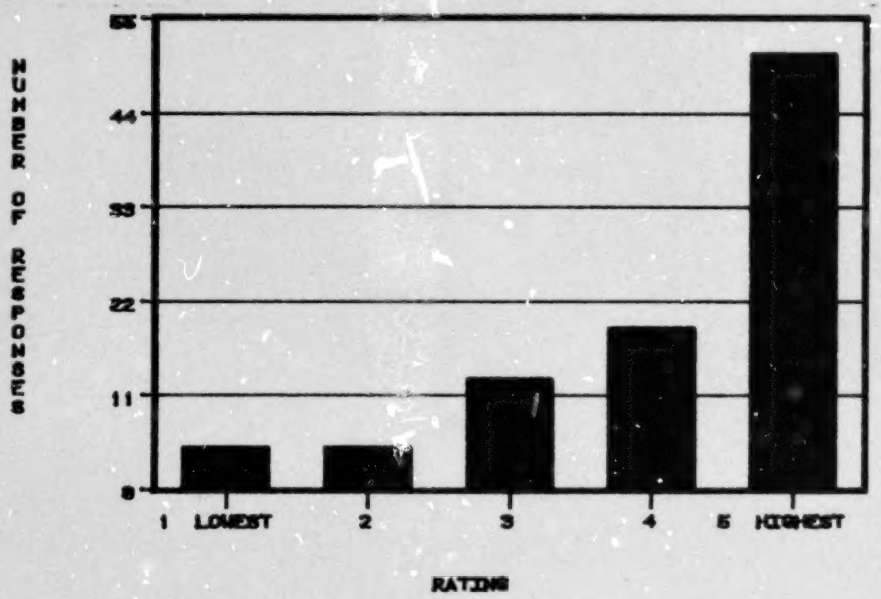
8d. Quality of Students



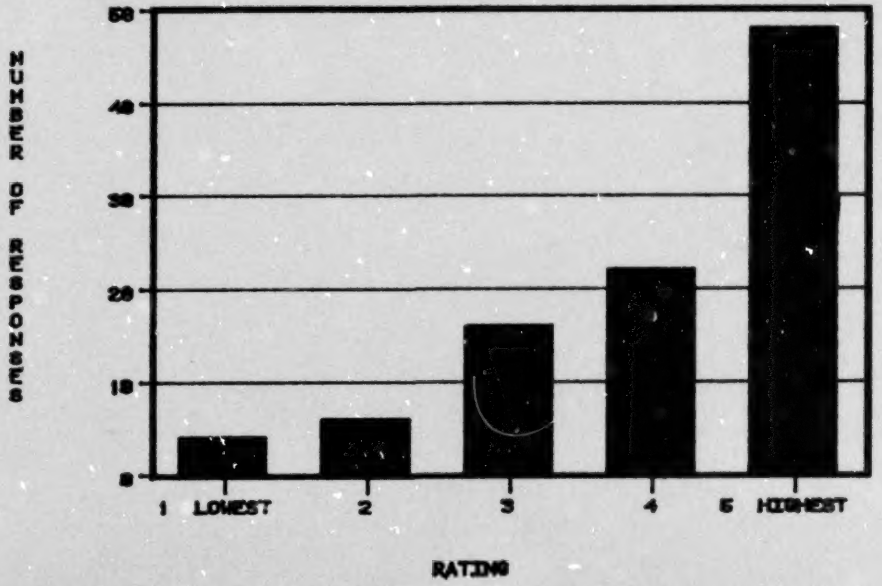
8e. Helpfulness In Getting a Job



8f. Accessibility for Minorities and Women



8g. Campus Availability



Perceived Wisdom of Choice of WCCC

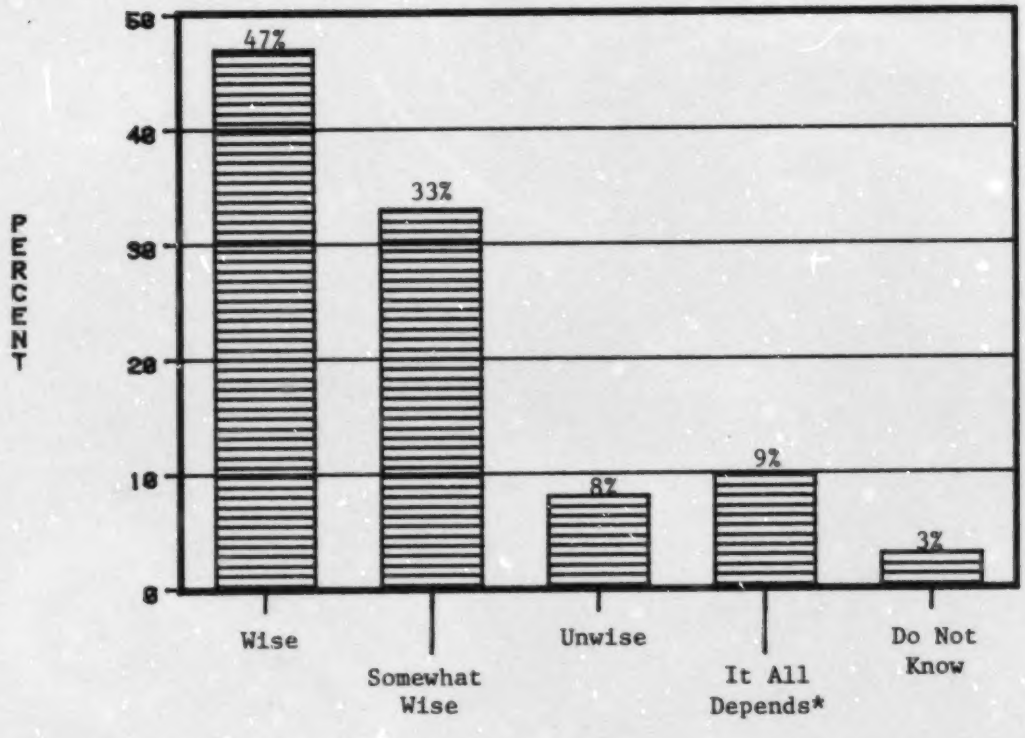


Table 9
Wisdom of Friend Choosing WCCC
(N = 101)

*Note: This choice was not read to respondents, but was recorded if respondent indicated.

When respondents were asked what their reaction would be to a friend who chooses to attend WCCC, 47% of familiar respondents felt that this friend had made a wise choice. Add to this, the 33% who felt they had made a "somewhat wise choice" (Total = 80%) the response is extremely favorable. Persons who are familiar with WCCC felt overwhelmingly that the choice of the College was a wise one. Only 8% felt it was an "unwise choice".

Perceptions of Financial Support for WCCC

Respondents were asked to indicate perceived sources of revenue for WCCC. This was an open-ended question. Eighteen percent of the respondents indicated the State of Michigan supports the College financially. Tuition and federal support were each cited by 12% of the respondents as sources of revenue. (See Table 10)

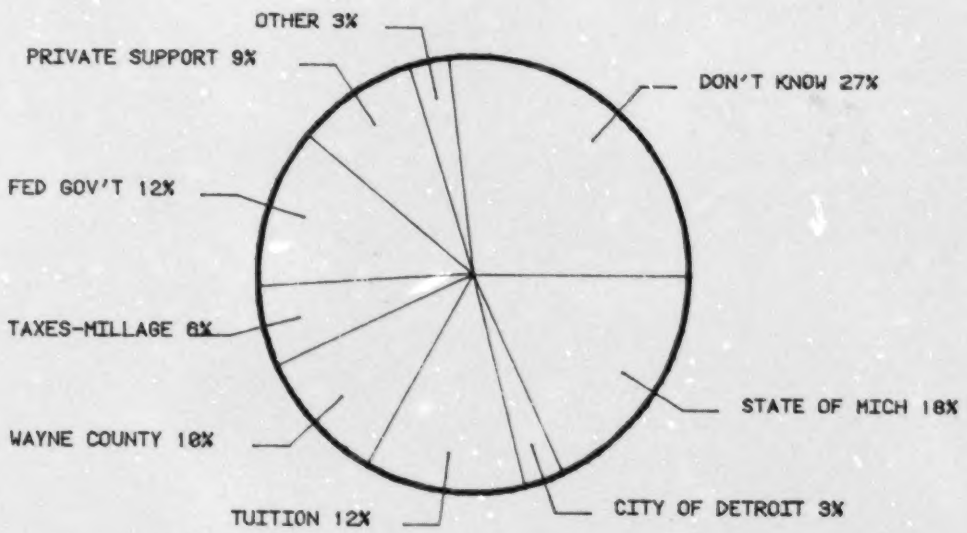


Table 10
Awareness of WCCC Financial Support
(N = 101)

(Note: Multiple answers were reported here).

Belief that WCCC Deserves Increased State Support

One-half of the respondents feel that WCCC deserves more State support (See Table 11).

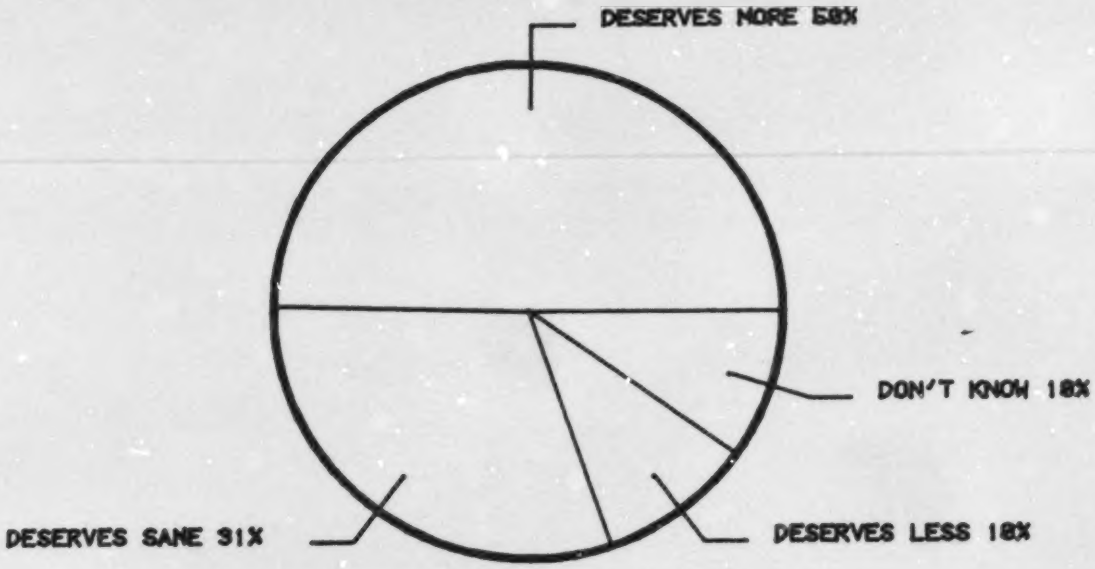


Table 11
Belief in Increased State Support for WCCC
(N = 101)

Willingness to vote for a Millage Increase for WCCC

Combining the "Likely" and "Somewhat Likely" responses in Table 12 indicates that 54 percent are likely to vote for a millage increase for WCCC. There is however, a substantial proportion (40%) of respondents who are unlikely to vote for an increase.

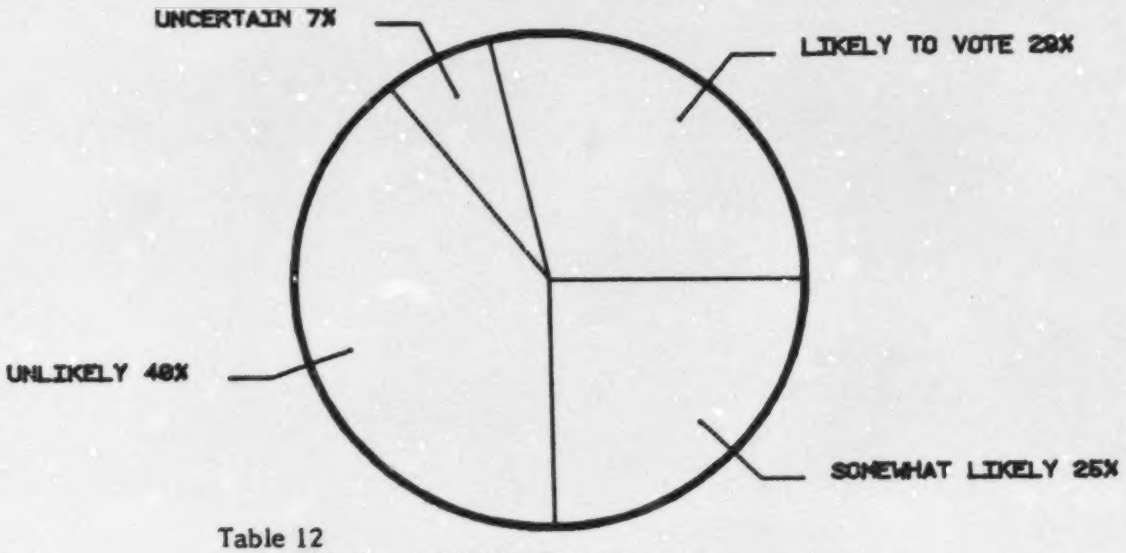


Table 12
Voting Choice on Millage Increase
(N = 101)

When respondents indicated they would support a tax increase, they were then asked how large an increase would they support?

Of the 54 (out of the 101 knowledgable respondents) who reported that they were likely to vote for the millage, a total of 28 gave no usable response. The results on 26 usable respondents is reported in Table 13.

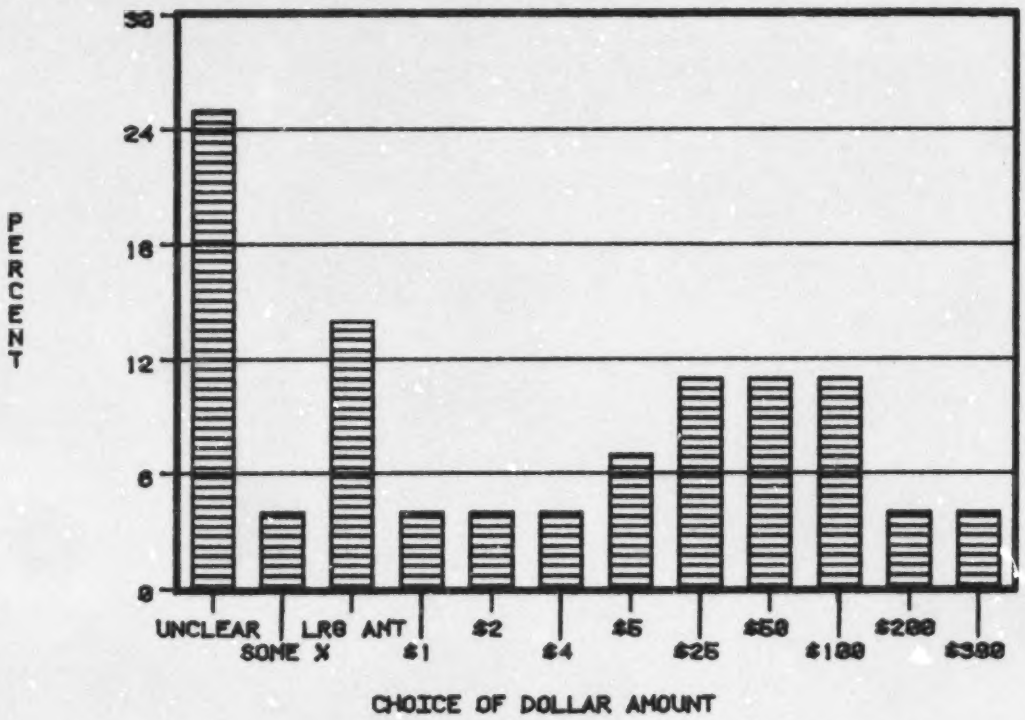


Table 13
Millage Increase Voting Likelihood
(N = 26)

Post Secondary Experiences and Education of Respondents

When a respondent's level of education had been determined to be greater than high school level, respondents were asked about their attendance at WCCC. Seventy-five percent of the 109 post high school attendees said that they never attended WCCC; 19 percent had attended the College. Six percent gave no response (See Table 14).

Attendance at WCCC

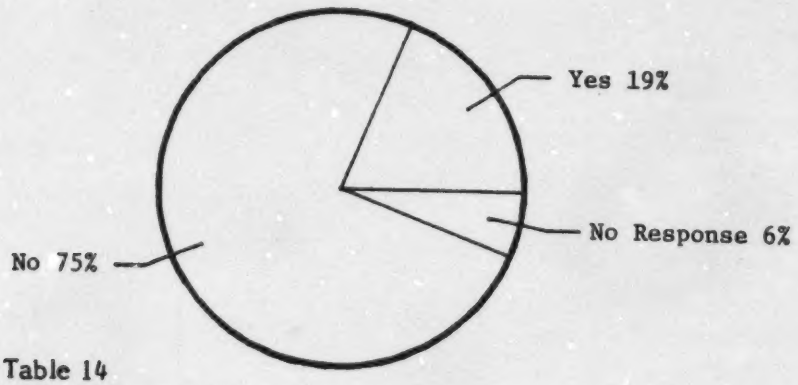


Table 14
Attendance at WCCC
(N = 109)

Twenty-one respondents constituted the 19% who attended WCCC. They were asked which program they enrolled in at the College. Table 15 reports these results:

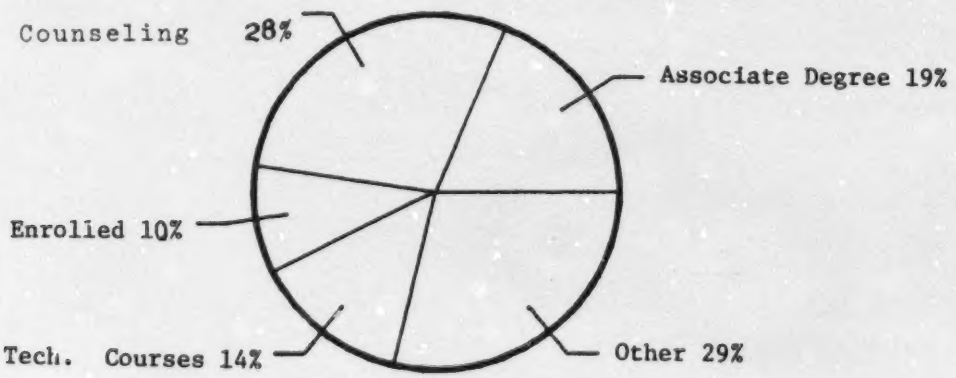


Table 15
Program/Course Taken at WCCC
(N = 21)

All respondents were asked about post-secondary intentions for the next six months.

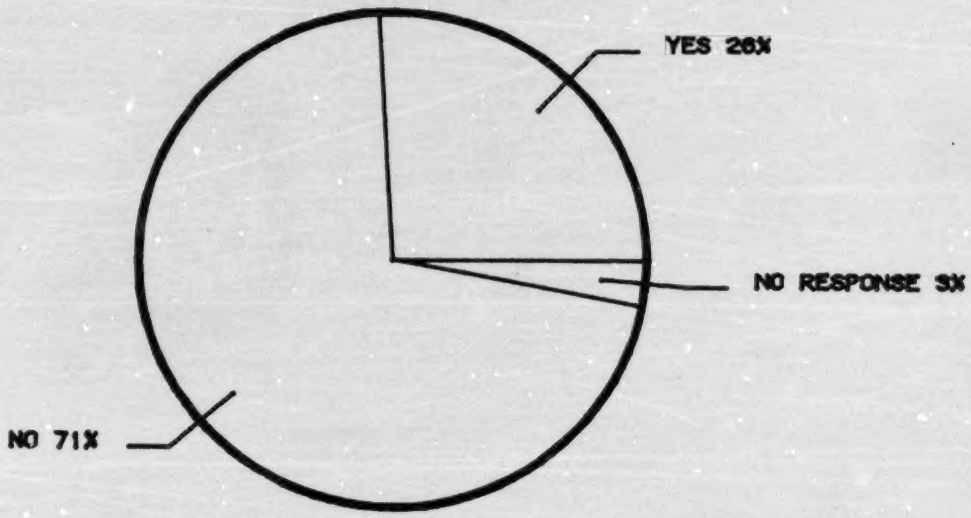


Table 16
Post-Secondary Intentions - Next Six Months
(N = 295)

More than 25% (See Table 16) of respondents expect to take post-secondary courses within the next six months to one year. However, most of these respondents (71%) did not expect to take these courses at WCCC (See Table 17).

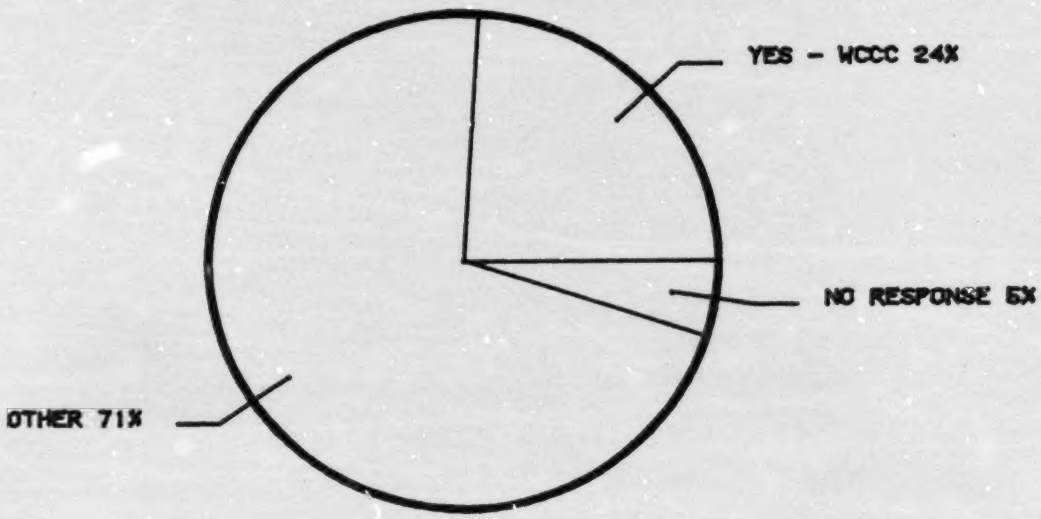


Table 17
Choosing WCCC for Post-Secondary Education
(N = 76)

Of those who plan to attend WCCC, Table 18 reports how much they expect to spend in order to attend. The greatest percentage (22%) of those who plan to attend, expect to spend $100-$200 per term.

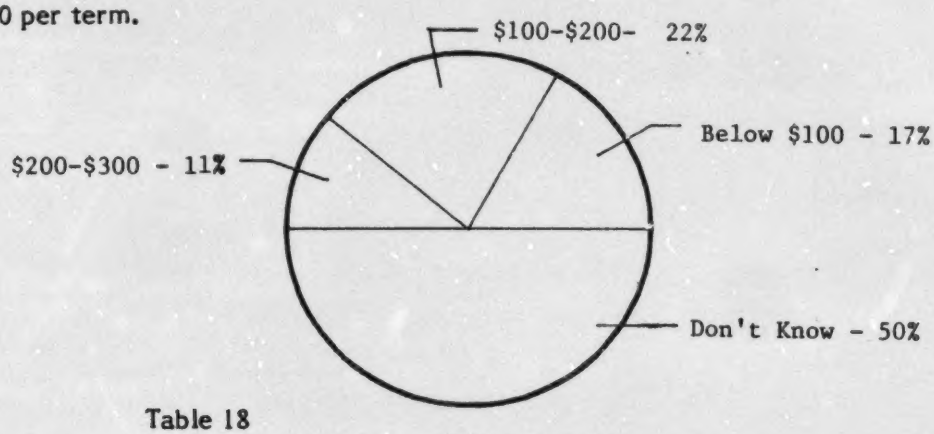


Table 18
Tuition Expectations at WCCC Per Term
(N = 18)

Family Member Attendance at WCCC

Of the total sample of 295, forty-four or 15% have family members who attended WCCC (See Table 19), while 247 (84%) did not.

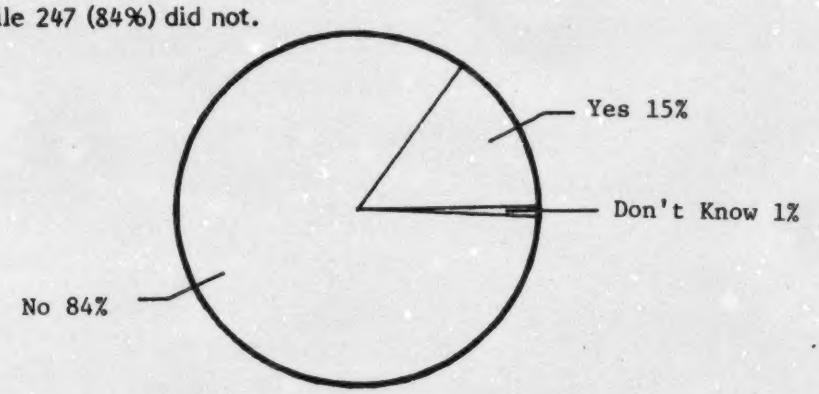


Table 19
Family Members Attending WCCC
(N = 295)

Highlights of Cross-Tabulations

"Familiarity with WCCC" and "Wisdom of a Friend Choosing WCCC" are two important variables chosen for cross-tabulation.

This section will review some of the highlights of the cross-tabulations of these two variables with other selected variables in the study. The results add to the understanding of the dynamics of the sub-population who is most aware of the College.

Familiarity With WCCC

The question of familiarity was included in the survey to identify those respondents who are most knowledgeable about the College. These cross-tabulations will add to the information previously reported in Table 7, (Familiarity with WCCC).

For this analysis the 295 familiar respondents were divided into two sub-groups. "Extremely" or "Moderately Familiar" with WCCC were classified "Familiar". Those respondents who answered either "Not Familiar at All" or "Don't Know" were classified as "Not Familiar".

One hundred and one respondents were "familiar" with WCCC. Fifty-five percent of this group named WCCC as the first community college of which they identified.

Out of the ninety-seven respondents who were "familiar" with WCCC, 48% of this group stated that WCCC would be a wise choice. Almost 34% stated it would be a somewhat wise choice.

Demographics of Familiarity

Those familiar with WCCC tend to be younger (61%, between 18 and 45). While, the "unfamiliars" are older (42%, between 56 and over 65).

The bulk of the "familiars" tend to be either high school graduates (30%) or those with some college education (38%). "Unfamiliars" constitute 39% high school graduates and 19% college educated.

Twenty-three percent of the "familiars" have a family member who attended WCCC, while only 11% of the "not familiars" had a family member who attended WCCC.

The bulk of "not familiars" (70%) have no children living at home, while only 49% of the "familiars" have no children living in the home. This may indicate that consciousness of WCCC is linked to the perceived educational need of the young adult, or his/her parents. This is also supported by the results of an analysis of familiarity by age.

Wisdom of Friend Choosing WCCC

The question of "Wisdom of Choice" was only asked of respondents who were familiar with WCCC. Therefore, responses were based on some knowledge of the college. As Table Nine indicates, only 8% of respondents who were familiar with WCCC felt it was an "unwise choice".

Fifty-six percent of the 101 familiar respondents mentioned WCCC as the first community college of which they identified when asked about community colleges and vocational schools.

Referring to the question whether WCCC "Deserves More State Support", 63% of the "wise choosers" felt WCCC deserves more state support.

Demographics of Wisdom of Choice

"Wise choosers" tend to be either 18-35 (44%) or 45-55 years of age (25%).

Fifty-six percent of the "wise choosers" did not attend WCCC.

Of the post-secondary school "intenders" only 38% would choose WCCC. But of the "wise choosers" 33% planned to attend WCCC.

Seventy-two percent of the "wise choosers" did not have a family member who attended WCCC.

"Wise choosers" tend to be unemployed (60% includes homemakers). Thirty-two percent of "wise choosers" earn less than $10,000; fifty-six percent are female, and 52% are white. Much of these approximate the sample proportions.

APPENDIX A-SURVEY INSTRUMENT

EDUCATION SURVEY

Hello, I'm from Hartley Research, and we are conducting a survey on what people think about education. First of all, are you at least 18 years of age and a resident at this number? IF NO, MAY I SPEAK TO SOMEONE WHO IS? IF NO ONE IS THERE WHO IS A RESIDENT, IT IS OK TO TERMINATE INTERVIEW.

IF RESPONDENT FITS AND IF NOT CONVENIENT TO TALK AT THIS TIME, ASK: CAN I CALL YOU BACK TO TALK? IF NOT, TERMINATE INTERVIEW.

Your telephone number has been picked at random to be interviewed for this study, and all your answers will be kept confidential.

NOTE TO INTERVIEWER RE: POSSIBLE RESISTANCE ON UNLISTED TELEPHONE NUMBER. If resistance occurs, say: "Your number was picked by a computer and we are not going to try to sell you anything. We just want to interview you and would appreciate your help. We need the ideas of a lot of people, and your opinions are important to us. And your answers will be kept confidential."

TO ALL RESPONDENTS: We hope that we can spend a few minutes answering our questions. Let's begin

Telephone # _____

1. First of all, when you think of colleges or universities in the Detroit area, which ones do you think of first? NOTE: IF ONLY ONE OR TWO, PROBE, ANY OTHERS UNTIL THREE ARE OBTAINED. Can you think of any others?

	CIRCLE CODE NUMBER - LIMIT TO THREE		
	FIRST NAMED (1)	SECOND NAMED (2)	THIRD NAMED (3)
University of Michigan	1	1	1
Michigan State University	2	2	2
Wayne State University	3	3	3
University of Detroit	4	4	4
Oakland University	5	5	5
Other Michigan Universities (specify)_____	6	6	6
Wayne County Comm.College	7	7	7
Other Community Colleges (specify)_____	8	8	8
Don't Know	9	9	9

2. When you think of community colleges or vocational or technical schools in the Detroit Area, which ones do you think of? NOTE: IF ONLY ONE OR TWO, PROBE, ANY OTHERS UNTIL THREE ARE OBTAINED. Can you think of any others?

	CIRCLE CODE NUMBER - LIMIT TO THREE		
	FIRST NAMED (4)	SECOND NAMED (5)	THIRD NAMED (6)
Wayne County Comm.College	1	1	1
Oakland Community College	2	2	2
Macomb Community College	3	3	3
Henry Ford Comm.College	4	4	4
Schoolcraft Comm.College	5	5	5
Other Community Colleges (specify)_____	6	6	6
Other Technical Schools (specify)_____	7	7	7
Other Colleges (specify)_____	8	8	8
Don't Know	9	9	9

3. If you were going to recommend a Detroit area community college or technical school to someone, today, which ones would you recommend? NOTE: PROBE UNTIL THREE ARE OBTAINED.

	CIRCLE CODE NUMBER - LIMIT TO THREE		
	FIRST NAMED (7)	SECOND NAMED (8)	THIRD NAMED (9)
Wayne County Comm.College	1	1	1
Oakland Community College	2	2	2
Macomb Community College	3	3	3
Henry Ford Comm.College	4	4	4
Schoolcraft Comm.College	5	5	5
Other Community College (specify)_____	6	6	6
Other Technical School (specify)_____	7	7	7
Other College (specify)_____	8	8	8
None mentioned	A	A	A
It all Depends	B	B	B
Don't Know	9	9	9

IF CODE 1 IN BOX IS CIRCLED, ASK Q. 4a 1 & 2 ON PAGE 4.

IF CODE 1 IN BOX IS **NOT** CIRCLED, ASK Q. 4b 1 & 2 ON PAGE 4.

4a. IF WAYNE COUNTY COMMUNITY COLLEGE IS RECOMMENDED IN QUESTION THREE (Number 1 answered in Q3):

1. Briefly, why did you recommend Wayne County Community College?

___ (10) (Record) _____

___ (11) _____

___ (12) _____

2. Are there any reasons you might have for not recommending Wayne County Community College?

___ (13) (Record) _____

___ (14) _____

___ (15) _____

4b. IF WAYNE COUNTY COMMUNITY COLLEGE IS NOT RECOMMENDED IN QUESTION THREE (Number 1 not answered IN Q3).

1. I noticed that you did not recommend Wayne County Community College, can you briefly tell me why you did not recommend Wayne County Community College?

___ (13) (Record) _____

___ (14) _____

___ (15) _____

2. Are there any reasons you might have for recommending Wayne County Community College?

___ (10) (Record) _____

___ (11) _____

___ (12) _____

5. Now, I am going to read you a list of colleges. Would you tell me the first few words that you think of when I mention that college? NOTE: PROBE - CAN YOU THINK OF ANY WORDS? IF NONE, MARK DON'T KNOW. (Record verbatim below.) Do not lead respondent. If they ask "What kind of words do you mean, just say - "Tell me what words do you think of when you think of _____ College?

INTERVIEWER: ROTATE ORDER OF COLLEGES.

1. Wayne State University DK ( ) (16) ___ (17) ___ (18) ___

_____

_____

2. Wayne County Comm.College DK ( ) (19) ___ (20) ___ (21) ___

_____

_____

3. Oakland Comm.College DK ( ) (22) ___ (23) ___ (24) ___

_____

_____

INTERVIEWER: GO ON TO QUESTION 6

6. We are asking each person that we interview, some detailed questions about a specific college. I am going to ask you about Wayne County Community College.

INTERVIEWER NOTE: From here on it is OK to use the shortened term **"WC3"** for Wayne County Community College. Say "From now on we will use the shorter term "WC3" is that clear to you?"

By the way, how familiar are you with WC3? Would you say that you are . . . (Read each choice except "don't know".)

	CHECK ONE	
extremely familiar?	1 ( )	
moderately familiar?	2 ( )	
not familiar at all	3 ( )	Skip to Q.12
don't know (DON'T READ)	4 ( )	

7 I am going to read you a list of things which can be used to describe Wayne County Community College. In your mind, picture a scale ranging from 1 for the lowest possible rating to 5 for the highest possible rating. You are to give Wayne County Community College a rating somewhere on that scale for each item that I will name. Remember 1 is the lowest and 5 is the highest rating. READ FIRST QUALITY ON LIST AND GO THROUGH ALL QUALITIES. NOTE: PROBE -IF YOU CANNOT ANSWER, TRY TO INDICATE HOW YOU FEEL, USE "DON'T KNOW" IF CAN't REALLY JUDGE. How would you rate WC3 on: (Read list).

NOTE TO INTERVIEWER: DO NOT TRY TO DEFINE OR CLARIFY MEANING OF QUALITY, INDICATE, "TRY TO USE WHAT YOU THINK TERM MEANS." - ENTER RATING NUMBER BELOW-MARK 6 IF RESP. REALLY CAN'T ANSWER.

	Write # Below
Quality of their general education	____
Quality of their vocational or technical education	____
How well do they teach	____
How good are their students	____
How helpful is their education in getting a job	____
How much access they have for minorities and women	____
How available are their campus facilities	____

8. Let us suppose that one of your friends had chosen to attend WC3, would you say that the friend had: (Read choice A, B, or C)

	CHECK ONE
A. Chosen wisely?	1 ( )
B. Chosen somewhat wisely?	2 ( )
C. Not chosen wisely at all?	3 ( )
Don't know (Don't read)	4 ( )
It all depends (Don't read)	5 ( )

Remarks if any (DO NOT PROBE)

_____

_____

_____

_____

9. Can you tell me who you think gives WC3 its financial support? DO NOT READ SOURCES BELOW. (INDICATE ALL MENTIONED) NOTE: IF NO SOURCE MENTIONED - PROBE - "Can you think of any?"
NOTE: You may not necessarily obtain three sources.

	CIRCLE CODE # - LIMIT THREE		
	FIRST	SECOND	THIRD
State of Michigan Support	1	1	1
City of Detroit	2	2	2
Tuition	3	3	3
Wayne County	4	4	4
Taxes/Millage	5	5	5
U.S. Government	6	6	6
Private Support	7	7	7
Other (specify)_____	8	8	8
Don't Know	9	9	9

10. You may not know it but WC3 receives some of its support from the State of Michigan, some from millage and some from tuition. From what you know about WC3, would you say that WC3 deserves: more, less or about the same amount of state support then it does now?

	CHECK ONE
More	1 ( )
About the same	2 ( )
Less	3 ( )
Don't know (DON'T READ)	4 ( )

11. How likely is it that you would vote for a millage or property tax increase for WC3 if an election were held today? Would you be: (Read Each except uncertain))

	CHECK ONE
Likely to vote to increase?	1 ( )
Somewhat likely to vote to increase?	2 ( )
Unlikely to vote to increase?	3 ( )
Uncertain (DON'T READ)	4 ( )

11a. If choice above is 1 or 2, how large a yearly tax increase in dollars would you vote for?

(Specify) $_____. (51 - 54)

NOW WE NEED TO HAVE SOME STATISTICAL INFORMATION ABOUT YOU SO THAT WE CAN SEE HOW DIFFERENT KINDS OF PEOPLE ANSWER OUR QUESTIONS.

12. Which age bracket are you in? (READ EACH UNTIL REACH AGE BRACKET)

	CHECK ONE
18 - 25	1 ( )
26 - 35	2 ( )
36 - 45	3 ( )
46 - 55	4 ( )
56 - 64	5 ( )
65 and over 65	6 ( )
Refused	7 ( )

13. What is the last grade of school that you completed?

	CHECK ONE
Less than 7 years	1 ( )
Junior High School (7-9th grade)	2 ( )
Partial High School (10-11th grade)	3 ( )
High School Graduate (4 years)	4 ( )
Community or Vocational or Technical Attendance or Graduate	5 ( )
Partial College (1-3 years)	6 ( )
College Graduate (4 years)	7 ( )
Graduate or professional training	8 ( )

If no answer in either code 5-6-7 Skip to Q. 16.

14. If Question 13 mentions Community College or Voc.Tech., or Partial College, or College -(Code 5-6-7) - Did you ever attend WC3?

	CHECK ONE	
Yes	1 ( )	Skip to Q. 15.
No	2 ( )	Skip to Q. 16.

15. Which course or program did you take at WC3?

	CHECK ONE
Associate Degree	1 ( )
Took Courses	2 ( )
Enrolled in a Program	3 ( )
Technical Courses	4 ( )
Transfer Courses	5 ( )
Other (specify)_____	6 ( )

16. Do you intend to take <u>any</u> courses beyond High School in the next six months to one year?

	CHECK ONE
Yes	1 ( ) Skip to Q. 16a.
No	2 ( ) Skip to Q. 20.

16a. Where do you intend to take these courses?

	CHECK ONE
WC3	1 ( ) Skip to Question 17
Other	2 ( ) Skip to Question 20

17. Which courses or program do you intend to take at WC3?

(Write in) - _____

_____

18.. How much are you willing to pay to attend WC3? Are you willing to pay: (Read list)

	CHECK ONE
Less than $100 per term	1 ( )
$100 to $200 per term	2 ( )
$200 to $300 per term	3 ( )
Don't know	4 ( )

19. In order to enroll at WC3 would you need financial assistance?

	CHECK ONE
Yes	1 ( )
No	2 ( )
Uncertain	3 ( )

20. Have any members of your immediate family attended WC3?

	CIRCLE ONE
Yes	1
No	2
Don't Know	3

21. Are there any children under the age of 21 living in your home?
If YES - what are their ages?
If NO - skip to Q.22 - after recording "No Children".

	RECORD NUMBER - FOR ALL THAT APPLY
No children	_____
Under one year	_____
1 - 5 years	_____
6 - 10 years	_____
10 - 14 years	_____
15 - 18 years	_____
19 and over	_____
Refused	_____

22. Are you currently employed?

	CHECK ONE	
Yes	1	( )
No	2	( )

23. What is your usual occupation? (Specify) _____

_____

24. Are you? (Read each, except refused)

	CHECK ONE
Married	1 ( )
Single	2 ( )
Other (specify)_____	3 ( )
Refused	4 ( )

25. How many years have you lived in the Detroit Area?

_____ years

Since we are calling your telephone number at random, we would like to know the area we have reached. What is your zip code?

_____

26. We like to divide people into income groups for statistical purposes. I will read a list of income groups. Please stop me when I reach the group in which your combined household family income falls.

	CHECK ONE
Under $10,000	1 ( )
$10,000 - $20,000	2 ( )
$20,000 - $30,000	3 ( )
$30,000 - $40,000	4 ( )
$40,000 - $50,000	5 ( )
Over $50,000	6 ( )
Refusal	7 ( )

27. SEX

	INTERVIEWER CHECK ONE
Male	1 ( )
Female	2 ( )

28. And Finally, are you . . . (Read list and stop when you get choice).

	CHECK ONE
White	1 ( )
Black	2 ( )
Oriental	3 ( )
Hispanic	4 ( )
Other	5 ( )

BEFORE CLOSING, CHECK SURVEY FOR COMPLETE INFORMATION. CLOSE, "THANK YOU VERY MUCH. WE APPRECIATE YOUR HELP IN THIS STUDY."

INTERVIEWER RECORD:

Telephone number In.ID Date Verified

XL 1982 - 4 Rev.

APPENDIX B-COMPOSITION OF SAMPLE

COMPOSITION OF SAMPLE

(N = 295)

		N	%
Sex			
	Male	140	47.5
	Female	154	52.2
	Refused	1	.3
	Total	295	100.0
Race			
	White	197	66.8
	Black	92	31.2
	Oriental	-0-	-0-
	Hispanic	1	0.3
	Other	4	1.4
	Refused	1	0.3
	Total	295	100.0
Age			
	18-25	29	9.8
	26.35	68	23.1
	36-45	41	13.9
	46-55	50	16.9
	56-64	36	12.2
	65 & over	63	21.4
	Refused	8	2.7
	Total	295	100.0
Education (Last Grade Completed)			
	Less than 7 years	8	2.6
	Jr.High School	25	8.5
	Partial H.S.	25	8.5
	H.S. Graduate	104	35.2
	Community-Voc/Tech	21	7.1
	Partial College	75	25.4
	College Graduate	13	4.4
	Graduate Work	22	7.5
	No Response	2	0.7
	Total	295	100.0

COMPOSITION OF SAMPLE

(N = 295)

	N	%
Household Income		
Under 10,000	80	27.1
10,000-20,000	46	15.6
20,000-30,000	59	20.0
30,000-40,000	31	10.5
40,000-50,000	21	7.1
Over 50,000	12	4.1
Refused	46	15.6
Total	295	100.0
Occupation		
Homemaker	55	18.5
Student	6	2.0
Educator	17	5.8
Professional	28	9.5
Small Business Owner	3	1.0
Salesperson	11	3.7
Company Management	2	0.7
Social Worker	3	1.0
Banking	4	1.4
Clerical-Office	27	9.2
Retail-Food Services	5	1.6
Computers	2	0.7
Factory-Automotive	46	15.6
Non-Industrial Manager	16	5.4
Retired	12	4.1
Other	30	10.2
Technical-Mechanics	13	4.4
Refused	15	5.1
Total	295	100.0
Marital Status		
Married	177	60.0
Single	57	19.3
Other	54	18.3
Refused	7	2.4
Total	295	100.0
Number of Children at Home		
None	185	62.8
One	44	14.9
Two	47	15.9
Three	13	4.5
Four	5	1.8
Seven	1	0.4
Total	295	100.0

COMPOSITION OF SAMPLE

(N = 295)

	N	%
Length of Residence in Detroit Area		
Years		
0-2	6	2.0
3-5	14	4.7
6-10	5	1.7
11-15	12	4.2
16-20	19	6.4
21-30	74	25.2
31-40	63	21.4
41-50	50	16.9
51-60	32	10.8
61 & over	16	5.4
Refused	4	1.4
Total	295	100.0
Employment Status		
Employed	124	42.0
Not Employed	166	56.3
No Response	5	1.7
Total	295	100.0

APPENDIX C - CHART SPECIFICATIONS

TABLE 1

Spontaneous Awareness of Detroit Area Colleges or Universities

College Named	Choice Named							
	1st		2nd		3rd		Total	
	N	%	N	%	N	%	N	%
U of Mich.	65	22	58	20	34	11	157	53
Mich.State	39	13	49	17	31	11	119	41
Wayne State	129	45	51	17	24	8	204	70
Univ.of Detroit	27	9	46	16	31	11	104	36
Oakland U.	2	1	4	1	12	4	18	6
Other Mich U.	13	4	21	7	26	9	60	20
WCCC	10	3	10	3	10	3	30	9
Other Comm.Coll.	7	2	18	6	14	5	39	13
Don't Know	3	1	38	13	113	38	154	52
Total	295	100	295	100	295	100		

TABLE 2

Spontaneous Awareness of Detroit Community or Voc/Tech Schools

College Named	Choice Named							
	1st		2nd		3rd		Total	
	N	%	N	%	N	%	N	%
WCCC	104	35	37	12	11	4	152	51
Oakland CC	14	5	29	10	18	6	61	21
Macomb CC	14	5	14	5	11	4	39	14
Henry Ford CC	63	21	34	12	14	5	111	38
Schoolcraft CC	13	4	15	5	14	5	42	14
Other CC	22	8	19	6	10	3	51	17
Other Tech Schools	20	7	25	9	14	5	59	21
Other Colleges	6	2	6	2	13	4	25	8
Don't Know	39	13	116	39	190	64	306	
Total	295	100	295	100	295	100		

TABLE 3

Community College or Voc/Tech School Recommendations

College Named	Choice Named							
	1st		2nd		3rd		Total	
	N	%	N	%	N	%	N	%
WCCC	69	23	29	10	7	3	105	36
Oakland CC	22	8	21	7	16	5	59	20
Macomb CC	14	5	8	3	11	4	33	12
Henry Ford CC	56	19	31	11	8	3	95	33
Schoolcraft CC	13	4	18	6	12	4	43	14
Other CC	7	2	11	4	9	3	27	9
Other Tech	22	8	13	4	13	4	48	16
Other Colleges	6	2	4	1	9	3	19	6
It All Depends	3	1	4	1	4	1	11	3
Don't Know	83	28	156	53	206	70	445	
Total	295	100	295	100	295	100		

TABLE 4

Ten Top Reasons for Recommending WCCC*

(N = 295)

Reason	Percent Naming N	%
Campus Availability	51	19
Nothing Specific	43	16
Did Not Think of It	25	9
Good Education	25	9
Other	22	8
Positive Cost Factor	18	7
Variety of Programs	18	7
Friend Attends	18	7
Convenient Location	14	5
Good First Two Years	9	3

*Note: Multiple answers were coded on this question.

TABLE 5

Ten Top Reasons for Not Recommending WCCC*

(N = 295)

Reason	Percent Naming	
	N	%
Nothing Specific	56	26
Did Not Think of It	43	20
Other	21	10
Poor Administration	17	8
Bad Publicity	14	6
Bad Location	14	6
Low Academic Standing	11	5
Poor Education	8	4
Poor Faculty	7	3
Prefer Other School	6	3

*Note: Multiple answers were coded on this question.

TABLE 6

Perceptions of Wayne County Community College*

(N = 295)

Category	Percent Naming N	Percent Naming %
Good Labels	59	29
Other	26	13
Negative Labels	22	11
Convenient; Local	19	9
Downtown Location	10	5
Education, College	9	4
I or Friend Attend	8	4
Specific Courses	6	3
Two Year Program	6	3
Separate Locations	6	3
Administrative Problems	6	3

*Note: Multiple answers were coded on this question.

TABLE 7

Familiarity with WCCC

(N = 295)

Choice	Percent Indicating N	%
Extremely Familiar	13	4
Moderately Familiar	88	30
Not Familiar at All	183	62
Don't Know	11	4
Total	295	100

TABLE 8A

Quality of General Education

Rating	Number of Respondents
1	3
2	10
3	39
4	29
5	15

TABLE 8B

Quality of Vocational/Technical Education

Rating	Number of Respondents
1	3
2	13
3	21
4	35
5	13

TABLE 8C

Quality of Teaching

Rating	Number of Respondents
1	5
2	11
3	33
4	24
5	18

TABLE 8D

Quality of Students

Rating	Number of Respondents
1	3
2	17
3	34
4	28
5	12

TABLE 8E

Helpfulness in Getting a Job

Rating	Number of Respondents
1	10
2	17
3	26
4	20
5	8

TABLE 8F

Accessibility for Minorities and Women

Rating	Number of Respondents
1	5
2	5
3	13
4	19
5	51

TABLE 8G

Campus Availability

Rating	Number of Respondents
1	4
2	6
3	16
4	22
5	48

TABLE 9

Wisdom of Friend Choosing WCCC

(N= 101)

	% Indicating	
	N	%
Wise Choice	47	47
Somewhat wise choice	33	33
Not a wise choice	8	8
It all depends*	10	9
Do not know	3	3
Total	101	100

*Note: This choice was not read to respondents, but was recorded if respondent indicated.

TABLE 10

Awareness of WCCC Financial Support

(N = 101)

	Percent Choosing	
	N	%
State of Michigan	55	18
City of Detroit	8	3
Tuition	38	12
Wayne County	29	10
Taxes-Millage	17	6
Federal Gov't.	37	12
Private Support	26	9
Other	10	3
Do not Know	83	27

(Note: Multiple answers were reported here).

TABLE 11

State Support for WCCC

(N = 101)

Choice	% Choosing N	%
Deserves more	50	49
Deserves about the same	31	31
Deserves less	10	10
Do not Know	10	10
Total	101	101*

* Due to rounding, percent total does not add to 100%.

TABLE 12

Voting Choice on Millage Increase

(N = 101)

Choice	% Choosing N	5
Likely to vote	29	29
Somewhat likely	25	25
Unlikely	40	40
Uncertain	7	7
Total	101	101*

* Due to rounding, percent total does not add to 100%.

TABLE 13

Millage Increase Voting Likelihood

(N = 28)

Choice-Amount $ Voting For	% Choosing N	%
Unclear-Don't Know	7	25
Some percentage vote	1	4
A very large number	4	14
$1	1	4
$2	1	4
$4	1	4
$5	2	7
$25	3	10
$50	3	10
$100	3	10
$200	1	4
$300	1	4
Total	28	100

TABLE 14

Attendance at WCCC

Choice	% Choosing N	%
Yes	21	19
No	81	75
No Response	7	6
Total	109	100

TABLE 15

Program/Course Taken at WCCC

(N = 21)

Attending WCCC	% Choosing N	%
Assoc.Degree	4	19
Counseling	6	28
Enrolled in Program	2	10
Tech.Courses	3	14
Other	6	29
Total	21	100

TABLE 16

Post-Secondary Intentions Next-Six Months

(N = 295)

	% Choosing N	%
Yes	76	26
No	210	71
No Response	9	3
Total	295	100

TABLE 17

Choosing WCCC for Post-Secondary Education

(N = 76)

Choice	% Choosing Choice	
	N	%
Yes - WCCC	18	24
Other	54	71
No Response	4	5
Total	76	100

TABLE 18

Tuition Expectations at WCCC Per Term

(N = 18)

Willing to Spend	% Choosing	
	N	%
Below $100 per term	3	17
$100-$200 per term	4	22
$200-$300 per term	2	11
Don't Know	9	50
Total	18	100

TABLE 19

Family Member Attendance at WCCC

(N = 295)

Choice	% Choosing	
	N	%
Yes	44	15
No	247	84
Do Not Know	4	1
Total	295	100

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